## Example Corporate Sponsor Letter

[CONTACT NAME]

[CONTACT ORGANIZATION] [ADDRESS]

[CITY] [STATE] [ZIP]

##### RE: Opportunity to partner with [Insert Your Organization Here] on Giving Tuesday to leverage online marketing and influence giving

##### Dear [Contact Name];

Giving Tuesday is a global day of giving that activates millions to give. Last year, there were over 3.6 million gifts totaling $400,000,000 donated to charities. The social media attention locally, nationally and internationally is built to rival Black Friday and we believe provides an exceptional opportunity for corporate co-branding.

The momentum created by national organizations generates significant publicity for this day of giving and an opportunity for our organizations to partner. Last year, we engaged X number of donors and enjoyed XX online mentions with a fairly simple approach. This year, we believe there is an opportunity to attract more donors with a matching corporate gift, increased social media planning, an engaged Jr. Board and our online giving tools that provide an online home. Your gift will allow us to double our online efforts on Giving Tuesday and increase our impact [insert mission.] We are also committed to elevating your brand through our communications.

We are seeking one partner who can be celebrated in our imagery, social media posts and by the online fundraising system we use to attract gifts. Throughout the day, the fundraising totals and individual fundraising will be transparent and fun to watch. As your matching gift is entered, we will record the numbers increasing and post online in a video format. Additionally, the name of our giving website will include your company name so that every time it is shared online the company name will appear. We expect this website naming to generate over 20,000 Facebook impressions on Giving Tuesday.

[What would $XX,XXX mean to your organization?]

We have a full day of communication and activities planned for the day including the following: [Insert information about your GT plans.]

The funding provided by Giving Tuesday – insert information about your mission and programs funded by this day of giving.

*Will you join the Giving Tuesday movement with us?* We look forward to discussing our plans and a meaningful partnership for our organizations.

Sincerely,

[Your name]

**To learn more about GivingTuesday, please visit:**

**Website:** [www.givingtuesday.org](http://www.givingtuesday.org/)

**Facebook:** [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday)

**Twitter:** twitter.com/GivingTuesday

**Instagram:** instagram.com/GivingTuesday